

Title (en)
METHODS AND APPARATUS FOR IMPROVING THE ACCURACY AND REACH OF ELECTRONIC MEDIA EXPOSURE MEASUREMENTS SYSTEMS

Title (de)
VERFAHREN UND VORRICHTUNGEN ZUM VERBESSERN DER GENAUIGKEIT UND REICHWEITE VON EXPONIERUNGSMESSSYSTEMEN FÜR ELEKTRONISCHE MEDIEN

Title (fr)
PROCEDES ET APPAREIL POUR L'AMELIORATION DE LA PRECISION ET DE LA PORTEE DE SYSTEMES DE MESURES ELECTRONIQUES D'EXPOSITION AUX MEDIAS

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Application
EP 05776406 A 20050729

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Abstract (en)
[origin: WO2006015188A2] Methods and apparatus for improving the accuracy and reach of electronic media exposure measurement systems are disclosed. A disclosed method includes processing data representative of locations recorded by an electronic device to enhance at least one of completeness or accuracy of the data, deriving position fixes from the processed data, and modifying at least one of the derived position fixes to align with a known course of travel.

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